

Pain to payment

Covered in this section:

The pain to payment ratio

- Pain
 - Any business idea is going to solve a problem
 - What is the problem?
 - How big of a problem is it for the target customers?
 - How much pain are you relieving for them?
- Payment
 - How often are your target customers used to paying money for this kind of service?
 - How likely are your customers going to be to pay you?
 - Can they understand the value of your service?
- Rate both the pain and payment aspects of your product or service from 1 to 10
- If both have high numbers, your idea is good
- If they have low numbers, you have to rethink it